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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-45. (Cancelled).

46.   (Previously Presented) A method for displaying messages in a mobile networked device comprising:

(a)   determining the location of the device;

(b)   selecting a message for display based on the location of the device; and

(c)   displaying the message on the device.

47.   (Previously Presented) The method of claim 46, wherein the message comprises an advertising message.

48.   (Previously Presented) The method of claim 47, wherein the device comprises a mobile telephone.

49.   (Previously Presented) The method of claim 47, wherein the device comprises a personal digital assistant.

50.   (Previously Presented) The method of claim 47, wherein the advertising message comprises an advertisement for a business in the same location as the device.

51.   (Previously Presented) The method of claim 47, further comprising determining the local time in the location of the device and selecting the message based on the local time.

52.   (Previously Presented) A method for displaying a message on a mobile networked device comprising:

    (a)   selecting a message for display based on previously stored information about the user; and

    (b)   displaying the message on the device.

53-55. (Cancelled).

56.   (Previously Presented) A computer program product, tangibly stored on a computer-readable medium, for displaying messages in a mobile networked device, the product comprising instructions operable to cause a programmable processor to:

    (a)   determine the location of the device;

    (b)   select a message for display based on the location of the device; and

    (c)   display the message on the device.

57.   (Withdrawn) A computer program product, tangibly stored on a computer-readable medium, for displaying messages in a mobile networked device, the product comprising instructions operable to cause a programmable processor to:

    (a)   select a message for display based on previously stored information about the user; and

    (b)   display the message on the device.

58-60. (Cancelled).

61.   (Previously Presented) A data processing system for displaying messages in a mobile networked device comprising:

(a)   means for determining the location of the device;

(b)   means for selecting a message for display based on the location of the device; and

(c)   means for displaying the message on the device.

62.   (Withdrawn) A data processing system for displaying messages in a mobile networked device comprising:

(a)   means for selecting a message for display based on previously stored information about the user; and

(b)   means for displaying the message on the device.